

DIVISION OF ALCOHOL AND TOBACCO CONTROL

Matt Blunt
Governor

Mark James
Director, Public Safety



Peter W. Lobdell
State Supervisor

Mike Schler, C.P.A.
Deputy Supervisor

Attention Missouri Wholesalers

**RE: January 1, 2007 Advertising Materials
Log Reminder**

DATE: December 15, 2006

The Missouri Division of Alcohol and Tobacco Control would like to remind wholesalers of the advertising materials recordkeeping requirements for the upcoming 2007 calendar year. In an effort to assist documentation compliance, the Division has attached a form specifying minimum record keeping requirements.

In addition, please remember there are specific limits on wholesalers providing outside signs to retailers. Section 311.070.4(16), RSMo, allows distillers, wholesalers, winemakers or brewers to give or sell an **outside sign (this includes banners used outside)** to a retail business if the following requirements are met:

- (a) The sign shall bear in a conspicuous manner substantial advertising matter about the product or the name of the distiller, wholesaler, winemaker or brewer;
- (b) The retail business shall not be compensated, directly or indirectly, for displaying the sign; and
- (c) ***The cost of the sign shall not exceed four hundred dollars.***

You may access the form on the Division website at www.atc.dps.mo.gov under Special Notifications from the Supervisor. It is important that these restrictions be followed, as ATC will not allow violations in these areas.